



Metro

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Addendum One / RFP 12-2051

ADDENDUM NUMBER ONE

RFP 12-2051

Marketing, Outreach and Creative Services: Metro Sustainable Living Programs, MetroPaint and Pioneer Cemeteries

In the interest of fairness, this information is being provided to all interested proposers. Below is the pre-proposal meeting summary and who attended, followed by any questions received at the meeting and by email and the corresponding answer.

Summary of the Pre-proposal meeting:

Pam Peck, Communications Manager; Elizabeth Goetzinger, Communications contract consultant; and Kate Edlin, Communications project manager; convened the meeting. Sharon Stiffler, procurement analyst was also present. All vendors were directed to sign in on the provided form. Sharon Stiffler advised vendors that a summary of the meeting would be available on Metro's website and all known vendors would be notified when the addendum was posted.

Elizabeth Goetzinger reviewed the Proposed Scope of Work (Section III), the Qualifications and Experience (Section IV) and the Vendors were then directed to review the Proposal Contents (Section VII) of the RFP.

Vendors were asked to review the sample contract provided with the RFP and were reminded to provide any exceptions to that contract as part of their proposal. See Section VII, H.

Vendors were also encouraged to visit our website regularly for updated listings of current contracting opportunities: www.oregonmetro.gov/contratcs.

Important dates

Question period closes Mar. 28, 3 p.m. All questions regarding the RFP must be received by Sharon Stiffler by this time. See page 6, Section VI, Proposal Instructions, C. RFP as Basis for Proposals.

Proposals due Apr. 5, close of business. Proposals due to Metro, 600 NE Grand Ave. Portland, late proposals will not be accepted. See page 6, Section VI B. Deadline

Transmittal letter addition

Proposers are instructed to list which program area(s) their proposal is intended on the transmittal letter: Sustainable living programs, MetroPaint and/or Pioneer Cemeteries. A separate proposal for each is not requested. Proposers may apply for one or any combination of the program areas. See page 7, Section VII A. Transmittal letter

The following question was submitted during the conference on this solicitation:

Q. A question was raised regarding proprietary information and public records request.

A. See page 6 the RFP VI D. Information Release. In Accordance with Oregon Public Law (ORS 192), proposals submitted will be considered part of the public record, exempt to the extent they are exempted from disclosure. Proposed prices and hourly rates are not deemed propriety information and are considered part of the public record.

continued



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The following questions were submitted directly to procurement staff:

Q: What is the level of effort in relation to the budget?

A: Over the next two fiscal years Metro staff anticipate close to \$300,000 in contract dollars for professional communications services in support of the Sustainable Living, MetroPaint and Pioneer Cemetery programs. Estimates are based on projections, but no work or total award amount is guaranteed under the contracts. Metro staff have made a good faith effort to plan for future projects and recommended this contracting approach to best meet the needs of our diverse range of services. It is ultimately the decision of each business or sole proprietor to decide if the opportunity for this potential business meets their overall strategy and business direction.

Q: Is there a current roster of contractors you work with related to the three programs? We're looking to build a team and want to check current roster for duplicates, etc I'm assuming we can use sub-contractors as part of our proposal?

A: Metro awarded on-call contracts for design, writing, video and photography In January 2012 in response to RFP 12-1974. See immediately below for the list of vendors. An award of these contracts does not negate the vendor's participation in this RFP.

- | | | |
|-----------------------|-----------------------------|---------------------------|
| Sockeye Creative | Kevin Mealy | Paste in Place |
| Grapheon Design | Uncage the Soul Productions | Jan O'Dell Communications |
| JLA Pulic Involvement | Bruce Forster Photography | Laurie Causgrove design |
| The Writing Works | Fred Joe Photo | Jeanne Galick design |
| Laura O. Foster | Goodworks – A design studio | EnviroIssues |

Q: Do you submit one RFP for all programs (Sustainable Living, MetroPaint, Pioneer Cemeteries)?

A: See page one of this Addendum under Transmittal letter addition.

All other questions raised in the meeting were pertaining to information contained in the RFP and the information set forth above.

Pre-Proposal meeting attendees:

- | | |
|----------------------------------|---|
| Liz Fuller – Gard Communications | Stephen Kokes – Coates Kokes |
| Jake Weigler – Strategies 360 | Alexandra Behr – Dogwood Ink, LLC |
| Steve Wood | Zach Hyder - EnviroMedia |
| John Chilson – Colehour + Cohen | Anthony Veliz – IZO Public Relations and Marketing |
| Krista Heldebrand | Lee Collinge – Metropolitan Group |
| Oswaldo Bernal | Madeline Baars – SRM Architecture and Marketing Inc |
| Kim Tinnon | Fred Johnson |
| Ed Schoaps | Laura Foster |
| Tim McDamara | |

Issued March 22, 2012

Tim Collier
FRS Deputy Director